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Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for delivering advertising content to ~~a visual display adapted to display a user interface~~ for display on a visual display to for use by a user, said method comprising the steps of:
 - detecting a user session, the session commencing upon the user interacting with the user interface, the user interface ~~being including~~ a graphical display of software presented on the display;
 - starting an ad timer upon the user making a request for user requested content by interacting with the user interface, the ad timer being set for an interval of time;
 - delivering the user requested content to the user interface;
 - determining if the interval of time of the ad timer has elapsed when the user makes a subsequent request for user requested content by interacting with the user interface;
 - interrupting ~~delivery the delivering~~ of the user requested content to the ~~visual display to deliver user interface and delivering~~ the advertising content to the user interface if the interval of time of the ad timer has elapsed;
 - resetting the ad timer after the ~~delivery delivering~~ of the advertising content is complete; and
 - continuing the delivering of the user requested content to the visual display user interface after the delivering of the advertising content is complete.
2. (currently amended) The method of claim 1, wherein ~~said the detecting of the user session~~ step commences upon an initial interaction by the user with the user interface.

Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

3. (currently amended) The method of claim 1, wherein ~~said the~~ detecting of the user session ~~step~~ commences upon the user selecting content through the user interface.
4. (previously presented) The method of claim 1, wherein the interval of time is fixed.
5. (previously presented) The method of claim 4, wherein the interval of time is five minutes.
6. (previously presented) The method of claim 1, wherein the interval of time is variable during the user session.

Claim 7 cancelled.

8. (previously presented) The method of claim 1, wherein the selected interval of time is determined based on a content selection made by the user.

Claims 9 and 10 cancelled.

11. (currently amended) The method of claim 1, wherein ~~said the~~ delivering of step the advertising content to the user interface ~~is delivers the advertising content~~ over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.
12. (currently amended) The method of claim 1, wherein the advertising content is includes streaming video.
13. (currently amended) The method of claim 12, wherein the video is includes broadcast quality video.
14. (currently amended) The method of claim 12, wherein ~~said the~~ delivering step of the advertising content to the user interface ~~is delivers the video~~ at a bit rate of at least 144 Kbps.
15. (currently amended) The method of claim 1, further comprising ~~the step of~~ suspending user interface functions during ~~said the~~ delivering step of the advertising content to the user interface.

Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

16. (currently amended) The method of claim 1, wherein after completion of ~~said the~~ acts of delivering of the advertising content to the user interface step, at least one of ~~thesaid~~ detecting, starting, delivering, determining, interrupting, resetting, and delivering continuing steps are repeated.
17. (currently amended) The method of claim 1, wherein ~~said the~~ delivering of the advertising content to the user interface step ~~delivers the advertising content to~~ completely ~~fillfills~~ the visual display.
18. (original) The method of claim 1, wherein the advertising content includes a link to at least one Internet address.
19. (currently amended) The method of claim 1, wherein the detecting of the user session step includes the user interacting with the user interface via a keyboard.
20. (currently amended) The method of claim 1, wherein the detecting of the user session step includes the user interacting with the user interface via a voice-activated device.
21. (currently amended) The method of claim 1, wherein the detecting of the user session step includes the user interacting with the user interface via a link to another web page.
22. (currently amended) The method of claim 1, wherein ~~said delivering step~~ the continuing the delivery of the user requested content to the user interface occurs after a second interaction by the user with the user interface.
23. (currently amended) The method of claim 1, further comprising ~~the step of~~ delivering of video content to the user interface.
24. (currently amended) The method of claim 23, wherein ~~said the~~ delivering of the advertising content ~~delivering step~~ occurs after the completion of ~~said the~~ delivering of the video content ~~delivering step~~ to create a commercial-free video.

Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

25. (currently amended) A method for delivering advertising content to ~~a visual display adapted to display a user interface~~ for display on a visual display to for use by a user, said method comprising ~~the steps of~~:
- detecting the user's interaction with the user interface;
 - measuring an amount of time between the user's interactions with the user interface; and
 - ~~launching~~ delivering the advertising content to the ~~visual display user interface~~ and displaying the advertising content on the visual display after a selected elapsed interval of time if the user's interaction with the user interface occurs during the selected elapsed interval of time.
26. (currently amended) The method of claim 25, wherein ~~said the~~ measuring step commences upon the user selecting content through the user interface.
- Claim 27 (cancelled).
28. (currently amended) The method of claim 27, further comprising ~~the step of pausing of said the measuring of the amount of time step~~ during ~~said the delivering step of the advertising content~~.
29. (currently amended) The method of claim 28, further comprising the ~~step of unpausing said the measuring of the amount of time step~~ after ~~said the delivering step of the advertising content~~ is completed.
30. (currently amended) The method of claim 27, wherein ~~said the delivering step of the advertising content~~ delivers the advertising content ~~is over~~ at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.
31. (currently amended) The method of claim 25, wherein the advertising content is includes streaming video.
32. (currently amended) The method of claim 31, wherein the video ~~is~~ includes broadcast quality video.

Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

33. (currently amended) The method of claim 31, further comprising ~~the step of~~ delivering of the video to the ~~visual display~~user interface at a bit rate of at least 144 Kbps.
34. (currently amended) The method of claim 27, further comprising ~~the step of~~ suspending of user interface functions during ~~the~~said delivering ~~step of the~~advertising content.
35. (currently amended) The method of claim 25, wherein after completion of ~~said~~ ~~launching step~~the delivering of the advertising content, ~~said~~the measuring of the amount of time and ~~launching step~~the delivering of the advertising content are repeated.
36. (currently amended) The method of claim 25, wherein the measuring of the amount of time ~~step~~ includes the user interacting with the user interface via a keyboard.
37. (currently amended) The method of claim 25, wherein the measuring of the amount of time ~~step~~ includes the user interacting with the user interface via a voice-activated device.
38. (currently amended) The method of claim 25, wherein the measuring of the amount of time ~~step~~ includes the user interacting with the user interface via a link to another web page.
39. (currently amended) The method of claim 25, wherein ~~said launching step~~the delivering of advertising content to the user interface occurs after a second interaction by the user with the user interface.
40. (currently amended) The method of claim 25, further comprising ~~the step of~~ delivering of video content to the ~~user~~interface.
41. (currently amended) The method of claim 40, wherein ~~said~~the ~~delivering of the~~ advertising content ~~launching step~~ occurs after the completion of the delivering of the video content ~~delivering step~~ to create a commercial-free video.

Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

42. (currently amended) A method for delivering advertising content to ~~a visual display adapted to display a user interface for display on a visual display to for use by a user~~, said method comprising ~~the steps of~~:
- time-stamping a user session profile during a user session, the user session commencing upon the user interacting with the user interface;
 - detecting an address for contents requested by the user;
 - saving the address requested by the user and interrupting ~~the delivery of the contents of the address to the user interface~~ if a selected interval of time has elapsed since said time-stamping step;
 - delivering the advertising content to the visual display, the delivering of the advertising content to the visual display being uninterruptible by the user for a selected period of time; and
 - ~~sending continuing the delivery of the contents of the address requested by the user to the visual display user interface after the delivering of the advertising content is complete.~~
43. (currently amended) The method of claim 42, wherein the advertising content is includes streaming video.
44. (currently amended) The method of claim 43, wherein the video is includes broadcast quality video.
45. (currently amended) The method of claim 43, wherein ~~said the delivering step of the advertising content delivers video is~~ is at a bit rate of at least 144 Kbps.
46. (currently amended) The method of claim 42, further comprising ~~the step of~~ suspending of user interface functions during ~~the said delivering step of the advertising content.~~
47. (currently amended) The method of claim 42, further comprising ~~the step of~~ delivering of video content to the user interface.

Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

48. (currently amended) The method of claim 47, wherein ~~said the delivering of the~~ advertising content-delivering step occurs after the completion of ~~said~~ said the delivering of the video content-delivering step to create a commercial-free video.
49. (withdrawn) A method for delivery of advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:
- detecting an address request; and
 - delivering the advertising content to the user independently of any code associated with the address.
50. (withdrawn) The method of claim 49, wherein the advertising content is delivered before the requested address is accessed.
51. (withdrawn) The method of claim 49, wherein said delivering step delivers the advertising content after a selected number of address requests are detected.
52. (withdrawn) The method of claim 49, further comprising the step of measuring an amount of time elapsed since the address was requested, wherein said delivering step occurs after a selected interval of the elapsed time.
53. (withdrawn) The method of claim 52, further comprising the step of pausing said measuring step during said delivering step.
54. (withdrawn) The method of claim 53, further comprising the step of un-pausing said measuring step after said delivering step is completed.
55. (withdrawn) The method of claim 49, wherein said delivering step delivers the advertising content over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.
56. (withdrawn) The method of claim 49, wherein the advertising content is streaming video.
57. (withdrawn) The method of claim 56, wherein the video is broadcast quality video.

Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

58. (withdrawn) The method of claim 56, wherein said delivering step delivers video at a bit rate of at least 144 Kbps.
59. (withdrawn) The method of claim 49, further comprising the step of suspending interface functions during said delivering step.
60. (withdrawn) The method of claim 49, further comprising the step of delivering video content to the user.
61. (withdrawn) The method of claim 60, wherein said advertising content delivering step occurs after the completion of said video content delivering step to create a commercial-free video.
62. (withdrawn) A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:
- detecting an address request; and
 - delivering the advertising content to fill a substantial portion of the visual display independently of any code associated with the address.
63. (withdrawn) The method of claim 62, wherein said delivering step includes the sub-step of completely filling the visual display.
64. (withdrawn) The method of claim 62, wherein said delivering step includes the sub-step of placing browser controls outside of the visual display.
65. (withdrawn) A method for inhibiting the interruption of advertising content delivery to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:
- delivering the advertising content to the user; and
 - hiding on-screen user interface controls during said delivering step.
66. (withdrawn) The method of claim 65, further comprising the step of disabling selected user functions associated with the visual display.

Application No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

67. (withdrawn) The method of claim 65, wherein the on-screen user interface controls are re-sized outside a viewing area of the visual display.
68. (withdrawn) The method of claim 65, wherein the on-screen user interface controls are overlaid by the advertising content.